

Thesis "The prototype public speaker according to contemporary media standards and usage (based on public speaking manuals) deals with changes in the functions of rhetoric in contemporary society. The work should bring an idea of the qualities and abilities, which a good public speaker should have. The introductory parts of the thesis introduce recent studies, which paid a special attention to spoken Czech in media and these chapters also focus on the results of opinion polls. The thesis also deals with the style of the manuals of rhetoric and draws attention to the specifics of these manuals and their communication strategies. The structure of other parts of the work follows the structure of the textbooks of rhetoric, which was already used by ancient theorists and teachers of rhetoric. The thesis gradually covers the phases of the speech, from the choice of the theme to the elocution. The sixth phase of the speech called Listening is added. Contemporary authors of the handbooks are aware that public speaking is not only monologue of one speaker, but the audience participates in it.